

Rep Order# 6819940 Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 102329

Printed: 08/03/2012 10:43 AM  
Last Received: 08/02/2012 3:51 PM  
Showing Buylines: All Lines

1 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) NASIT  
Product NASIT  
Estimate# 1250  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 108/115/1250  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	10/30-11/05	0	0	0	\$0.00	
	2	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	11/06-11/06	0	0	0	\$0.00	
	3	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/30-11/05	0	0	0	\$0.00	
	4	TU	430A-459A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	11/06-11/06	0	0	0	\$0.00	
	5	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	10/30-11/05	0	0	0	\$0.00	
	6	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	11/06-11/06	0	0	0	\$0.00	
	7	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/30-11/05	0	0	0	\$0.00	
	8	TU	7A-9A	TODAY SHOW	:30	\$900.00	11/06-11/06	0	0	0	\$0.00	
	9	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	11/03-11/03	0	0	0	\$0.00	
	10	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	11/03-11/03	0	0	0	\$0.00	
	11	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	11/04-11/04	0	0	0	\$0.00	
	12	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	11/04-11/04	0	0	0	\$0.00	
	13	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	11/04-11/04	0	0	0	\$0.00	
	14	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	11/04-11/04	0	0	0	\$0.00	

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 3050 K ST NW  
 WASHINGTON, DC 20007  
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 Flight Dates 10/30/2012 - 11/06/2012  
 Hiatus Weeks  
 Rep Firm ( ) PHILADELPHIA  
 Sales Office ( ) AMY MCCREARY  
 Salesperson ( )  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	11/04-11/04	0	0	0	\$0.00	
	16	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/30-11/05	0	0	0	\$0.00	
	17	TU	9A-10A	TODAY SHOW II	:30	\$425.00	11/06-11/06	0	0	0	\$0.00	
	18	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/30-11/05	0	0	0	\$0.00	
	19	TU	10A-11A	TODAY SHOW III	:30	\$325.00	11/06-11/06	0	0	0	\$0.00	
	20	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/30-11/05	0	0	0	\$0.00	
	21	TU	11A-12P	RACHEL RAY	:30	\$325.00	11/06-11/06	0	0	0	\$0.00	
	22	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/30-11/05	0	0	0	\$0.00	
	23	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	11/06-11/06	0	0	0	\$0.00	
	24	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/30-11/05	0	0	0	\$0.00	
	25	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	11/06-11/06	0	0	0	\$0.00	
	26	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/30-11/05	0	0	0	\$0.00	
	27	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/30-11/05	0	0	0	\$0.00	
	28	TU	2P-3P	THE DOCTORS	:30	\$325.00	11/06-11/06	0	0	0	\$0.00	
	29	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/30-11/05	0	0	0	\$0.00	
	30	TU	3P-4P	DR. PHIL	:30	\$450.00	11/06-11/06	0	0	0	\$0.00	

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GMMB	Rep Firm	( ) PHILADELPHIA
Advertiser	( ) NASIT	3050 K ST NW		Sales Office	( ) AMY MCCREARY
Product	NASIT	WASHINGTON, DC 20007		Salesperson	( )
Estimate#	1250	Agency C/P1/P2/E	108/115/1250	Salesperson Phone#	215-568-6540
Buyer	Maura Gilroy	Flight Dates	10/30/2012 - 11/06/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/30-11/05	0	0	0	\$0.00	
	32	TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	11/06-11/06	0	0	0	\$0.00	
	33	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/30-11/05	0	0	0	\$0.00	
	34	TU	430P-5P	NEWS 4 AT 430P	:30	\$725.00	11/06-11/06	0	0	0	\$0.00	
	35	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/30-11/05	0	0	0	\$0.00	
	36	TU	5P-630P	EARLY NEWS	:30	\$1,200.00	11/06-11/06	0	0	0	\$0.00	
	37	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	11/03-11/03	0	0	0	\$0.00	
	38	TU-F,M	630P-7P	JEOPARDY	:30	\$1,300.00	10/30-11/05	0	0	0	\$0.00	
	39	TU-F,M	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/30-11/05	0	0	0	\$0.00	
	40	SA	630P-730P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	11/03-11/03	0	0	0	\$0.00	
	41	M	8P-10P	THE VOICE	:30	\$4,000.00	11/05-11/05	0	0	0	\$0.00	
	42	M	10P-11P	SMASH	:30	\$3,200.00	11/05-11/05	0	0	0	\$0.00	
	43	W	9P-10P	ROCK CENTER	:30	\$3,000.00	10/31-10/31	0	0	0	\$0.00	
	44	F	10P-11P	DATELINE NBC	:30	\$2,600.00	11/02-11/02	0	0	0	\$0.00	
	45	SA	10P-11P	IAW & ORDER: SVU	:30	\$1,200.00	11/03-11/03	0	0	0	\$0.00	
	46	SU	530P-830P	SUN NT FB: GB @ HOUSTON	:30	\$10,000.00	11/04-11/04	0	0	0	\$0.00	
	47	SU	830P-930P	NEWS AFTER NFL	:30	\$1,600.00	11/04-11/04	0	0	0	\$0.00	

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 Buyer Maura Gilroy Flight Dates 10/30/2012 - 11/06/2012  
 Phone# Hiatus Weeks  
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 Salesperson ( ) AMY MCCREARY  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	48	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/30-11/05	0	0	0	\$0.00	
	49	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/03-11/03	0	0	0	\$0.00	
	50	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/04-11/04	0	0	0	\$0.00	
	51	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/30-11/05	0	0	0	\$0.00	
	52	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$250.00	10/30-11/05	0	0	0	\$0.00	
	53	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	11/03-11/03	0	0	0	\$0.00	
	54	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	11/04-11/04	0	0	0	\$0.00	

---REPORT TOTALS---  
 Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---  
 Nov 12: 0 / \$0.00  
 Sales Totals: 0 / \$0.00  
 Station Totals: 0 / \$0.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$0  
 CATV 0% KBLR 0% KLAS 31% KSNV 28%  
 KTNV 16% KTUD 1% KVCW 2% KVMY 5% KVVU 17%  
 XXXX 0%

---COMPETITIVE COMMENTS---

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EST SHARES

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order# 6819940 Ver# 2 Status Returned Traffic Order# 102329

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1 of 5

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1010 WISCONSIN AVE, S  
SU 800, WASHINGTON, DC 20007  
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--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	10/30-11/05	5	1	5	\$2,000.00	
	2	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	11/06-11/06	1	1	1	\$400.00	
	3	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/30-11/05	5	1	5	\$1,000.00	
	4	TU	430A-459A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	11/06-11/06	1	1	1	\$200.00	
	5	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	10/30-11/05	5	1	5	\$3,625.00	
	6	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	11/06-11/06	1	1	1	\$725.00	
	7	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/30-11/05	5	1	5	\$4,500.00	
	8	TU	7A-9A	TODAY SHOW	:30	\$900.00	11/06-11/06	1	1	1	\$900.00	
	9	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	11/03-11/03	2	1	2	\$750.00	
	10	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	11/03-11/03	4	1	4	\$2,500.00	
	11	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	11/04-11/04	2	1	2	\$750.00	
	12	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	11/04-11/04	2	1	2	\$1,000.00	

Rep Order# 6819940 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 102329

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
	14	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	15	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	16	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/30-11/05	5	1	5	\$2,125.00	
	17	TU	9A-10A	TODAY SHOW II	:30	\$425.00	11/06-11/06	1	1	1	\$425.00	
	18	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/30-11/05	5	1	5	\$1,625.00	
	19	TU	10A-11A	TODAY SHOW III	:30	\$325.00	11/06-11/06	1	1	1	\$325.00	
	20	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/30-11/05	4	1	4	\$1,300.00	
	21	TU	11A-12P	RACHEL RAY	:30	\$325.00	11/06-11/06	1	1	1	\$325.00	
	22	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/30-11/05	5	1	5	\$2,125.00	
	23	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	11/06-11/06	1	1	1	\$425.00	
	24	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/30-11/05	5	1	5	\$1,625.00	
	25	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	11/06-11/06	1	1	1	\$325.00	
	26	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/30-11/05	2	1	2	\$850.00	
	27	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/30-11/05	5	1	5	\$1,625.00	
	28	TU	2P-3P	THE DOCTORS	:30	\$325.00	11/06-11/06	1	1	1	\$325.00	
	29	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/30-11/05	5	1	5	\$2,250.00	

Rep Order# 6819940 Ver# 2 Status Returned

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	TU	3P-4P	DR. PHIL	:30	\$450.00	11/06-11/06	2	1	2	\$900.00	
	31	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/30-11/05	5	1	5	\$3,625.00	
	32	TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	11/06-11/06	1	1	1	\$725.00	
	33	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/30-11/05	5	1	5	\$3,625.00	
	34	TU	430P-5P	NEWS 4 AT 430P	:30	\$725.00	11/06-11/06	1	1	1	\$725.00	
	35	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/30-11/05	5	1	5	\$6,000.00	
	36	TU	5P-630P	EARLY NEWS	:30	\$1,200.00	11/06-11/06	1	1	1	\$1,200.00	
	37	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	11/03-11/03	1	1	1	\$675.00	
	*38	TU-F,M	7P-730P	JEOPARDY	:30	\$1,300.00	10/30-11/05	5	1	5	\$6,500.00	
		Station Remark: V2 NOT NA - JEOP 630-7P										
	*39	TU-F,M	730P-8P	WHEEL OF FORTUNE	:30	\$1,300.00	10/30-11/05	5	1	5	\$6,500.00	
		Station Remark: V2 NOT NA - WHEEL 7-730P										
	*40	SA	7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	11/03-11/03	2	1	2	\$1,050.00	
		Station Remark: V2 NOT NA - JEOP/WHEEL 630-730P										
	41	M	8P-10P	THE VOICE	:30	\$4,000.00	11/05-11/05	1	1	1	\$4,000.00	
	42	M	10P-11P	SMASH	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	
	43	W	9P-10P	ROCK CENTER	:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00	
	44	F	10P-11P	DATELINE NBC	:30	\$2,600.00	11/02-11/02	1	1	1	\$2,600.00	



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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	45	SA	10P-11P	LAW & ORDER: SVU	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	46	SU	530P-830P	SUN NT FB: GB @ HOUSTON	:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
	47	SU	830P-930P	NEWS AFTER NFL	:30	\$1,600.00	11/04-11/04	1	1	1	\$1,600.00	
	48	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/30-11/05	5	1	5	\$6,000.00	
	49	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/03-11/03	1	1	1	\$1,100.00	
	50	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	11/04-11/04	1	1	1	\$1,100.00	
	51	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/30-11/05	5	1	5	\$2,500.00	
	52	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$250.00	10/30-11/05	3	1	3	\$750.00	
	53	SA	1130P-1A	SAURDAY NIGHT LIVE	:30	\$1,400.00	11/03-11/03	1	1	1	\$1,400.00	
	54	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 136 / \$108,400.00

---SALES MONTHLY TOTALS---

Nov 12: 136 / \$108,400.00  
Sales Totals: 136 / \$108,400.00  
Station Totals: 136 / \$108,400.00

Rep Order# 6819940 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 102329

Printed: 05/31/2012 11:04 AM  
Last Received: 05/30/2012 8:48 AM  
Showing Buylines: All Lines

5 of 5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) NASIT  
Product NASIT  
Estimate# 1250  
Buyer Mauna Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
1010 WISCONSIN AVE, S  
SU 800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 108/115/1250  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$387,143

CATV	0%	KBLR	0%	KINC	0%	KLAS	31%	KSNV	28%
KTNV	16%	KTUD	1%	KVCW	2%	KVMY	5%	KVVU	17%
XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE